

ORIGINALS

The Eighth Annual **MicroT_{MR}imes**

100



Movers, Shakers,
Good Citizens,
And Others Who Made
A Difference To The
Computer Industry
In 1994

Addressing

the lunch crowd at the recent PC Outlook conference, AMD's Jerry Sanders allowed as how he was having a little trouble with the transition from *enfant terrible* to *eminence grise*.

Compared to the adjustments some of his colleagues had to make in 1994, this was a pretty benign problem.

On the positive side, some real breakthroughs took place in 1994, after years of what amounted to incremental improvements of existing technology. Mosaic and then Netscape took the world by storm as computer users everywhere got Web fever, launching a communications and publishing revolution not seen since the advent of the laser printer. Meanwhile, Mac pioneers Bill Atkinson and Andy Hertzfeld unveiled General Magic's new technology, which may well live up to its promise of creating a personal communicator useful to real humans.

On the other hand, paralleling the lackluster performance of the Newton, the PDA market not only failed to take off, many once-hopeful startups crashed and burned.

Meanwhile, applications vendors were rapidly deciding that it was impossible to compete with Microsoft. Borland was in the doldrums. Quarterdeck's future was uncertain after the departure of its founders. DEC, IBM, and Lotus, among others, were struggling with self-reinvention.

1994 saw a major epidemic of acquisition fever—Novell bought WordPerfect to augment its previous acquisitions of UNIX and Digital Research, and at year-end Lotus was reportedly being courted by both Oracle and AT&T. Microsoft, meanwhile, did some empire-building of its own by announcing plans to acquire Intuit.

More than anything else, 1994 was the year in which the industry discovered that people's need to communicate with each other was a great business opportunity. Consequently there was explosive growth in the areas of wireless communication, online services, and everything Internet.

We hope you enjoy checking out the names and faces of this year's 100, and that you're on the lookout for next year's.

Brewster Kahle

Wide Area Information Servers, Inc.
President and Chief Technical Officer

Kahle is the inventor and architect of WAIS, Wide Area Information Servers, a remote search and retrieval resource for networks such as the Internet. Kahle sees computer networks pushing a quantum leap forward in communication, in which everyone can be both publisher and consumer of ideas and information.



Now at WAIS, Inc., which he cofounded after working at Thinking Machines, Kahle is developing ways to improve access and retrieval of published documents on the Net. WAIS, Inc.'s customers are as diverse as Net users, including the Government Printing Office, the World Bank, Sun Microsystems, Fujitsu, Dow Jones, and the Encyclopaedia Britannica.